

LOG OF MEETING
U.S. CONSUMER PRODUCT SAFETY COMMISSION
OFFICE OF COMMISSIONER NANCY A. NORD

9/2/05
[Handwritten signatures and stamps]

SUBJECT: ATVs

DATE OF MEETING: August 05, 2005

PLACE: Room 714, CPSC Headquarters

LOG ENTRY SOURCE: Quin Dodd

DATE OF ENTRY: August 29, 2005

COMMISSION ATTENDEES:

Commissioner Nancy A. Nord
Roy Deppa
Quin Dodd
Mark Kumagai
Elizabeth Leland
Nicholas Marchica
Suad Nakamura
Rob Raffety

NON-COMMISSION ATTENDEES:

Ken Bush, Associate Director, Government Relations, Suzuki
John Walsh, Attorney, Corporate Legal Office, Suzuki
Kristen Klingeman, American Academy of Pediatrics
Leonard Goldstein

SUMMARY OF MEETING:

Mssrs. Bush and Walsh began by generally describing American Suzuki Motor Corporation (Suzuki) and its product line of ATVs, ranging from 50 cc to 700 cc engine sized vehicles. (They also noted that Suzuki was the first company to offer a four-wheeled ATV to the American marketplace). They then described their various ATV training and safety efforts, both directly and through their dealers, including participation in the "Lifetime Learning" project, which sends printed ATV safety information to schools for distribution to children in targeted areas. Suzuki also gives up to \$150 to consumers to incentivize them to take SVIA safety training. (They estimate that about 35 percent of first time buyers do, in fact, take such training. And Mr. Bush did agree that the distance to an available training site may be a factor discouraging buyers from taking the training).

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With regard to dealer compliance with acceptable sales practices under the “Letters of Undertaking,” they indicated that Suzuki recently increased the number of dealers directly tested,” and that they can give sales representatives \$100 bonuses for making the correct recommendations to undercover customers. They suggested that the existing ATV voluntary standards should be made mandatory, to encompass the “new entrants” into the ATV market who are not party to that standard or the Letters of Undertaking. They also indicated that they support the SVIA effort to enact model state legislation on ATV use and that they oppose the current petition to ban the sale of all ATVs for use by children under 16 because it would not likely improve safety. Finally, Mssrs. Bush and Walsh indicated that they would like to see some guidance from the CPSC and/or SVIA standards before embarking on the design and manufacture of a possible “transitional” or “Y-14” ATV model.